

2019

Part – II

TOURISM AND TRAVEL MANAGEMENT

(Entrepreneurship Development)

(Major)

Paper – V

Full Marks – 80

Time : 3 Hours

*Write answers to Questions of each / Half / Part/
Group in separate books wherever necessary.
The figures in the right-hand margin indicate marks.
Candidates are required to give their answers in
their own words as far as practicable.*

GROUP – A

1. Answer any **ten** questions : 1×10
- (a) Define entrepreneurship.
 - (b) What is an ideal entrepreneur ?
 - (c) Define a project.
 - (d) What are the differences between sales and marketing ?
 - (e) What is pollution control Act ?

- (f) Define working capital management.
- (g) What is small scale industry ?
- (h) What is the procedure of market survey ?
- (i) Define the nature of service industry.
- (j) Define Labour Laws.
- (k) What is working capital management ?
- (l) Define sales tax.

GROUP – B

2. Answer any **four** questions : 5×4=20
- (a) Explain the role of service sector in Indian economy.
 - (b) What are the various types of entrepreneurship ?
 - (c) What is the role of Government in promoting tourism ?
 - (d) Identify the future potentialities of tourism entrepreneur.
 - (e) Identify the destination pattern of tourism in India.
 - (f) What is the role of small entrepreneurship in Indian economy ?

GROUP – C

3. Answer any **five** questions : 10×5=50
- (a) Discuss the major features of entrepreneurship in tourism industry.
 - (b) What are the various taxes that are applicable on tourism entrepreneurship and on an entrepreneur ?
 - (c) Manegerial staff is probably the most important section of an efficient SSI-elaboroate.
 - (d) Explain the marketing techniques available to a small scale industry.
 - (e) Give the importance of demand analysis in tourism business.
 - (f) Mention the procedure for starting a small scale tourism business in India.
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